

**MINUTES**  
**GREEN BAY TRANSIT COMMISSION**  
**Wednesday, August 19, 2015**  
901 University Avenue, Commission Room  
**8:15 a.m.**

**MEMBERS PRESENT:** Roger Kolb, Chair; John Withbroe, Vice Chair; Alderman Randy Scannell; Ron Antonneau and Emily Ysebaert

**EXCUSED:** Kevin Kuehn, Secretary

**STAFF PRESENT:** Patty Kiewiz, Transit Director; Essie Fels, Recording Secretary; Cindy Tappy, Compliance Coordinator; and April Herlache, Transportation Supervisor

**OTHERS PRESENT:** Lisa Conard, Brown County Planning; Dan Teaters, Brown County Planning and Vincent Caldara, MV General Manager

**1. Call the meeting to order**

Chair R. Kolb called the meeting to order at 8:20 a.m.

**2. Approval of Agenda**

R. Scannell made a motion to approve the August 19, 2015 agenda. J. Withbroe seconded the motion. Motion carried.

**3. Approval of the minutes of the July 15, 2015 meeting**

J. Withbroe made a motion to approve the minutes from the July 15, 2015 meeting. R. Scannell seconded the motion. Motion carried.

**4. Discussion/Action: St. Norbert College Ridership Agreement**

P. Kiewiz commented before we discuss this item. She would like to take a moment to express our apologies to the Commissioners for not receiving their packets. Metro was informed late yesterday the mail service City Hall uses changed just recently. Any mail brought to the mailroom on Friday will not go out until Monday.

P. Kiewiz asked if you all could keep Commissioner Dave Harp and his family in your thoughts and prayers.

P. Kiewiz stated as most of you know Green Bay Metro has partnered with St. Norbert College to provide free fares to its students and faculty since 2012. It has been a great partnership and both parties wish to continue this service. St. Norbert College reimburses Green Bay Metro 25 cents per ride. For the 2014 school year ridership was about 5,280. Green Bay Metro will continue to promote Transit by attending school orientations and other events throughout the school year.

Motion made by J. Withbroe to approve the St. Norbert College Ridership Agreement until August 31, 2016. E. Ysebaert seconded the motion. Motion carried.

## **5. Discussion/Action: Passenger Bus Shelters**

P. Kiewiz stated Metro has received funds from the 5310 Enhance Mobility for Seniors and Individuals with Disabilities Program. These funds were applied towards the purchase of bus shelters. Staff is working on that RFQ process. However, due to the timing constraint we are seeking approval for a not to exceed amount. Once the bids for the RFQ are in we can go ahead and award the project. Metro is on a time constraint. These funds are 2013 federal dollars that are going to be expiring soon and Metro would like to utilize these funds before they elapse.

Metro currently has a contract with Creative Outdoor Advertising. Creative Outdoor pays for the shelters and Metro receives a small commission on the advertising dollars that are generated from them. In this agreement, Metro and Creative need to mutually agree on shelter locations. Creative would like shelters to be placed in areas of high visibility and that does not always fit our passenger's needs.

In at least the last twelve years Metro has not purchased any new shelters. Some of the locations Metro would like to place shelters at are the VA Clinic, 9<sup>th</sup> and Ashland and Monroe Plaza.

We also had to take into consideration the cost of the concrete pads for the shelters. That is the difference between the cost of the shelters and the funds available. Metro works with DPW to install the pads.

The design of the shelters will be similar to Metro's current shelters. They will be a different style than those of Creative Outdoors.

R. Antonneau inquired how many locations do you have out there that could use shelters.

P. Kiewiz commented if we had money Metro would place at least 20 shelters easy, but that is not an option. The need is always much greater than we have the money. We place them as we have the available funds.

Metro purchased five (5) shelters from Creative Outdoor that they wanted to move because Creative could not sell the advertising. Metro purchased those shelters to keep their location.

We chose to move one shelter out of the five because it was not being used. The shelter was located on East Mason and Heyrman, and moved to Ashwaubenon. Two of the new shelters will be placed immediately at Bay Park Square Mall.

Motion made by J. Withbroe to approve the purchase of the additional passenger bus shelters to the lowest, responsive, responsible vendor with the amount not to exceed \$36,000. R. Antonneau seconded the motion. Motion carried.

## **6. Presentation: Green Bay Metro East Side Route Study**

P. Kiewiz stated in your packet we provided the a link to this document which is located on Brown County Planning website; if anyone is interested in a paper document, please let me know.

D. Teaters with Brown County Planning put together an East Side Route study report. Patty met with Brown County Planning back in 2014 to discuss a possibility of an East Side hub and the East Side Route study is the project that evolved out of the discussion. Dan gave a brief overview of the East Side Route study.

The system has been a single hub system prior to 2011. In 2011, Metro developed a multi-hub system at Green Bay Plaza (Sears), Bay Park Square Mall, and Shopko (De Pere). We have researched the east side to find a location for a possible development of an east side hub that would work efficiently.

Brown County Planning did this in a two part project. One of the best pieces of information to gather was from the riders themselves. The East Side Route survey was developed and distributed to passengers on all routes. The questions were focused on the East side.

Below are a few of the general questions that were asked.

- Trip origins and destinations (where are you getting on and where are you getting off)
- Trip type
- Shift workers
- Transfers
- Perceived bus arrival/timeliness
- Frequency of service
- Destination not currently served
- Frequently visited destinations on the east side

The transit center is largely the heaviest location where people are coming in and going out. The west side hub is slightly less.

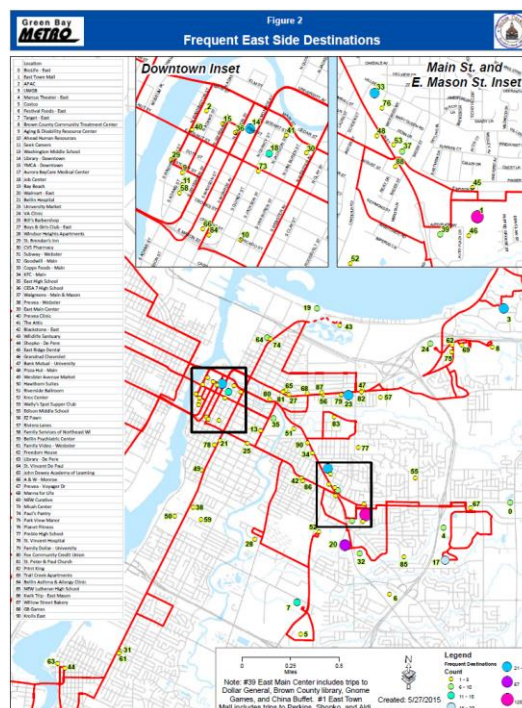
Of the trips reported by passengers, 43% were utilizing transit for work purposes. The second highest total was for school trips.

We also asked questions about transfers. We had found all but three routes required more than 50% of passengers to make a transfer during their trip. We have a lot of passengers using the current hub.

Requested frequency was used to determine what the passenger is looking at for frequency and if it was efficient service. Nearly 75% of respondents would like 30 minute service and about 23% were requesting 15 minute service. Not many people were requesting hourly service. 90% of respondents said they would ride the bus more often if the bus arrived as frequently as they would like. If we can find a way to increase frequency; we can make the system more efficient for people who are currently using transit and possibly entice people who are not using transit to maybe give it a try.

Desired destinations gave us an idea of locations that Metro currently does not serve that people would like to go to such as areas of Bellevue, Bio Life and the Village of Howard.

Frequent destinations focused on the East Side. There are a couple of areas on the map that are worth noting that have a very high frequency, Walmart and East Town Mall Area.



The second part of the project after completing the survey is the location and analysis for a potential East side hub. Considerations taken into account were minority populations, low income areas, population density, employment centers, major activity centers and requested destinations.

The analysis showed that the location on the east side on the corner of Main, Mason St, and Limekiln would be a pretty good location that met the minority populations, low income

areas, population density, employment centers, major activity centers and requested destinations.



The very convenient thing about this location is that on Main St we have several right of ways and for Metro's sake that will help avoid having to work with a private party to develop a bus bay and/or a shelter location.



With this potential hub location we then looked at the current routes on the east side that were in the area. We proposed modifications to 3 different routes.

- Route 1
- Route 14
- Route 18

We also ended up creating two new routes.

- Main Connector
- Mason Connector

The route features include:

- Improved frequency; proposed 30 minute frequency for Routes 1, 14, 18, Main Connector and Mason Connector.
- Built in flexibility; if we want to pair up two of the routes. It would be up to Metro and the timing of the routes.

We looked at financial impacts; we notice a slight increase in revenue hours. Green Bay Metro's 2016 projection of revenue hours would total 86,404. Versus the proposed East Side hub a total of 88, 579 revenue hours. This would be an increase of 2,175 revenue hours.

We also looked at the redistribution of system mileage because of the charge back to each of the communities is going to be something to consider. There were no changes to the route in the Village of Ashwaubenon, Allouez, or De Pere. The only communities that could potentially see an increase would be the City of Green Bay a net increase of 59, 961 miles and the Village of Bellevue a net increase of 40,718 miles. The proposal does look at adding one bus for one of the connector routes. The reason for the increase miles in Bellevue is that we proposed extending one of the routes that runs through Bellevue; we are trying to service some of the locations that were mentioned by the riders.

P. Kiewiz stated Metro would never go ahead and make any changes without informing the other communities and giving them an option to comment. Going forward Metro will see what would be the best, within our means, that we could do including providing the best service we can to individuals.

R. Kolb commented it was an excellent study. The whole east side has always been disjointed. The Mason and Main Street has to be one of the busiest intersections.

R. Antonneau inquired about the timing for implementation.

P. Kiewiz stated she would like to begin some aspects of it 2016. It will require some creative thinking to maintain status quo with Metro's current budget.

P. Kiewiz thanked Dan and Brown County Planning for doing a great job on the East Side Route study.

## **7. Financial Report**

P. Kiewiz stated in your packets you will find the operating expense report through June. She gave a brief overview of the revenue and expense reports. P. Kiewiz stated that if the Commission would have any questions, she would be happy to address them.

R. Antonneau asked what the extension was for the federal bill.

L. Conard commented the current law expires on October 29.

## **8. Operational Reports**

P. Kiewiz stated in your packets you will find several operating reports. She gave a brief overview of the ridership reports for Fixed Route and Paratransit. The Transit Mutual 2015 Driving Incentive Program report is showing Metro currently in first place for the least number of accidents within their division (over 1 million miles). Monthly schedule adherences for July came in at 93%. P. Kiewiz stated if the Commission would have any questions, she would be happy to address them.

## **9. Directors Report**

P. Kiewiz gave an update on the G-Line; it started July 16, 2015. Metro and the Green Bay Packers are piloting this program for a few months to see how this roles out. To date, Metro has provided 1,700 trips. The G-Line is doing what we expected and will continue to grow.

Staff is ready to kick off the Game Day Routes at the end of the month.

P. Kiewiz stated Greyhound is going well. The operation staff has been busy with the transition and learning all the new things. It is a learning experience, but for the most part it has been successful. Metro is working with Greyhound on a new sign to replace our current sign. We expect that to be coming soon.

R. Antonneau suggested putting in a LED reader board.

P. Kiewiz stated we are stuck on the cost aspect. She is working with Greyhound and check into a shared cost with the LED reader. Metro does have LED signs in all the buses to inform our riders of updates. The sign will also be positioned vertically to be able to see it from both directions when driving past Metro.

In addition Patty has been in discussions with DPW Director Grenier regarding our access to the visitor lot off of University Avenue. If you are traveling eastbound on University it is difficult to turn into Metro's visitors' parking lot due to the median going out further past the drive. P. Kiewiz stated safety and accessibility are our key concerns. Metro will bring this topic back once further information is received.

P. Kiewiz informed the commissioners that Green Bay Metro will be participating in the annual backpack giveaway on August 25, 2015 at 4:00 p.m. We have invited the Mayor to participate in this event. Green Bay Metro partners with Jansport and the Avenue radio station. The event is held here at Metro. It is a great partnership and a great way to help the community. Children must be present to get their backpack; first come first serve.

P. Kiewiz stated the September 14 through September 17, 2015; she will be going to Washington D.C. with WURTA for their fall Fly-in.

#### **10. Other Business**

No other matters.

#### **11. Establish the date of the next meeting**

R. Kolb stated for the next two months Patty will be out of town at meetings on the 3<sup>rd</sup> Wednesdays, so we are looking at scheduling the Commission meetings for September 23, 2015 and October 14, 2015. He prefers to continue with monthly meetings to keep on track of the events that are taken place with Metro.

The next meeting of the Transit Commission is scheduled for Wednesday, September 23, 2015 at 8:15 a.m.

#### **12. Adjourn**

Motion made by R. Antonneau, seconded by R. Scannell, to adjourn at 9:55 a.m. Motion carried.

Respectfully submitted,

Essie Fels